## **ORDER**

Orders Order / Rev: 212903 6861349 Alt Order #: Product Desc: order WOOD C08B Estimate: 10/08/12 - 10/14/12 Flight Dates: Primary AE: Petry Philadelphia Sales Office: Original Date / Rev: 10/05/12 / 10/05/12 P-PHI REG Order Type: Sales Region: Nat **Smart Media Group** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: EOM/EOC 814 King Street Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: **POL/Detroit International Bridge** A35+ New Business Thru: Demographic: **Product Codes:** PL2 Order Separation: 00:15:00 Priority: РЗ Advertiser External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	16	\$8,875.00	\$7,543.75

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$8,875.00	\$7,543.75	0.00
Totals	16	\$8,875.00	\$7,543.75	0.00

IN10086/SP6681/TO1332/MO1041

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

AGY, POL, POL-ISS

Order Share	Share	Total
WOOD	19%	\$8,875.00
Market	100%	\$46,710.53

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$1,401.32
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	5%	\$2,335.53
WTLJ	0%	\$0.00
WWMT	37%	\$17,282.89
WXMI	8%	\$3,736.84
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	28%	\$13,078.95

Ln Ch Start End	Inventory Code	Break	Start/End Tir	ne Days	Len Spot	S	Rate Pri	Rtg Type	Spots	Amount
E 1 WOOD 10/09/12 10/09/12	M-F 11a-12p	CM	11a-12p	- T	:30	1	\$125.00 P3	0.00 NM	1	\$125.00
	eightWest									
EIGHT WEST										
Start Date End Date	Weekdays Sr	pots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	- T	1	\$125.00	0.00						
E 2 WOOD 10/11/12 10/11/12		CM	11a-12p	T	:30	1	\$125.00 P3	0.00 NM	1	\$125.00

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Order / Rev: 212903 Advertiser: POL/Detroit International Bridge

Alt Order #: 6861349 Product Desc: order **WOOD** 

Flight Dates: 10/08/12 - 10/14/12 Estimate: C08B

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			M-F 11a-12p eightWest									
EIGHT	WEST		9									
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 10/ E 3 WOOD		2 10/08/12	Noon News	CM	\$125.00 12-1p	0.00 M	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
L O WOOD	10/00/1	2 10/00/12	News 8 @ Noon	OIVI	12 19	141	.00	•	Ψ000.001 0	0.00 14101		ψοσο.σσ
NEWS					<b>5</b> .	<b>5</b>						
Sta Week: 10/	rt Date	End Date 10/14/12	Weekdays M	Spots/Week 1	Rate \$650.00	Rating 0.00						
E 4 WOOD			Noon News	CM	12-1p	- T	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
			News 8 @ Noon		·							
NEWS	rt Doto	End Data	Maakdaya	Cnoto/Mook	Doto	Doting						
<u>Sta</u> Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$650.00	Rating 0.00						
E 5 WOOD			Noon News	СМ	12-1p	W	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWO			News 8 @ Noon									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	<u>Weekdays</u> W	<u>3pois/week</u>	\$650.00	0.00						
E 6 WOOD	10/11/1	2 10/11/12	Noon News	CM	12-1p	T	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWO			News 8 @ Noon									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	T	<u> </u>	\$650.00	0.00						
E 7 WOOD	10/12/1	2 10/12/12	Noon News	CM	12-1p	F	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWC			News 8 @ Noon									
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	F	1	\$650.00	0.00						
E 8 WOOD	10/08/1	2 10/08/12	5am Daybreak	CM	5a-6am	M	:30	1	\$325.00 P3	0.00 NM	1	\$325.00
NEWS			5am Daybreak									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	M	1	\$325.00	0.00					<u> </u>	
E 9 WOOD	10/09/1	2 10/09/12	5am Daybreak	CM	5a-6am	- T	:30	1	\$325.00 P3	0.00 NM	1	\$325.00
NEWS			5am Daybreak									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	08/12	10/14/12	- T	1	\$325.00	0.00					<u> </u>	
E 10 WOOD	10/10/1	2 10/10/12	5am Daybreak	CM	5a-6am	<b>W</b>	:30	1	\$325.00 P3	0.00 NM	1	\$325.00
NEWS			5am Daybreak									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	W	1	\$325.00	0.00					<u> </u>	
E 11 WOOD	10/11/1	2 10/11/12	5am Daybreak 5am Daybreak	CM	5a-6am	T	:30	1	\$325.00 P3	0.00 NM	1	\$325.00
NEWS			Jaili Daybieak									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	T	1	\$325.00	0.00			#005.00.D0	0.00.1114		<b>#</b> 005.00
E 12 WOOD	10/12/1	2 10/12/12	5am Daybreak 5am Daybreak	CM	5a-6am	F	:30	1	\$325.00 P3	0.00 NM	1	\$325.00
NEWS			oam Baybroan									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	Daybroak Sat @6	am CM	\$325.00	0.00	:30	1	\$400.00 P3	0.00 NM	1	\$400.00
E 13 WOOD	10/13/1	Z 10/13/12	Daybreak Sat @6 Daybreak Sat 6a		6-7a	3-	.30	'	φ400.00 P3	U.UU INIVI	'	φ400.00
NEWS												
	rt Date	End Date	Weekdays S-	Spots/Week	Rate	Rating						
Week: 10/ E 14 WOOD		10/14/12		CM	\$400.00 658-8a	0.00	:30	1	\$850.00 P3	0.00 NM	. 1	\$850.00
L 17 WOOD	10/10/1	_ 10/10/12		Civi	300-0a		.50	'	ψυσυ.υσι 3	U.UU INIVI	• '	ψυσυ.υυ

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WOOD

Totals

16

\$8,875.00

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 6861349
 Product Desc:
 order

Flight Dates: 10/08/12 - 10/14/12 Estimate: C08B

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type S	pots	Amount
			Daybreak Sat @ /								
			Daybreak Sat@7	'am							
NEWS	8A								_		
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	/08/12	10/14/12	S-	1	\$850.00	0.00					
E 15 WOOD	10/14/1	2 10/14/12	Sun 6p News 8	CM	6-7p	S	:30	1 \$1,600.00 P3	0.00 NM	1	\$1,600.00
			Sun News 8 @6p	)							
NEWS											
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	/08/12	10/14/12	S	1	\$1,600.00	0.00					
E 16 WOOD	10/14/1	2 10/14/12	FB Night in Amer	Pre Ga	7-8P	S	:30	1 \$900.00 P4	0.00 NM	1	\$900.00
			Football Night in	America	(7:00 PM-8:0	00 PM)					
DATEL	LINE										
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	/08/12	10/14/12	S	1	\$900.00	0.00					